

Salt Management Strategy (SaMS)

3rd Education and Outreach Workgroup Meeting

Agenda

August 29, 2019, 1:00 PM – 3:30 PM
Northern Virginia Regional Commission
3040 Williams Dr., Suite 200, Fairfax, VA

- I. Welcome and Introductions (1:00 PM – 1:10 PM)
 - a. Opening Remarks / Introductions
 - b. Meeting Objectives

- II. Previous Meeting Review (1:10 PM – 1:20 PM)
 - a. Highlights / Notes from other workgroups and SAC
 - b. Action items – brief overview

- III. Wrapping up Previous Action Items (1:20 PM – 2:20 PM)
 - a. Pilot Outreach Plan* – Sarah Sivers / Will Isenberg (25 min.)
**Purpose to test messaging and obtain feedback*
 - i. Messages and “tagline”
 - ii. Logo
 - iii. Listening Session
 - iv. Mascot / Outreach Ads / Coloring Sheet

After each of the above, we will have a discussion followed by polling. See the discussion guide for more information.
 - b. Baseline Awareness Survey* – Corey Miles / Heidi Bonnaffon (20 min.)
**Purpose to develop baseline of existing awareness*
 - i. Status
 - ii. Timeline
 - iii. Draft questionnaire
 - iv. Discussion (*Polling will follow; see the discussion guide for more information.*)
 - c. Social Media Toolkit (10 min.)
 - d. Funding Opportunities (5 min.)
 - i. Additional resources to explore?

Break (2:20 PM – 2:25 PM)

- IV. New Action Items (2:25 PM – 3:00 PM)
 - a. Elements for Developing Future Materials
 - b. Material for residents and commuters (Non-Traditional BMP Workgroup)

After each of the above, we will have a discussion followed by polling. See discussion guide for more information.

- V. Planning Next Steps from Fall 2019 efforts (3:00 PM – 3:20 PM)
 - a. Process to review
 - i. Feedback from Pilot Outreach Campaign
 - ii. Results from Awareness Survey
 - b. How to incorporate “lessons learned” into recommendations for SaMS?

- VI. Wrap up and Next Steps (3:20 PM – 3:30 PM)
 - a. Identify follow-up items and assignments
 - b. Recommendations for other Workgroups
 - c. Next meeting (end of February 2020)